

Marathi Movie Business Plan

Whatsapp 8087766261 for more details. Following document is Property of Filmdukes Media Wave Pvt. Ltd and Should not be forwarded to anyone, copied or recreated in any manner without proper permission.

**To,
Investors.**

After lot of research and planning, we have derived a business plan for our upcoming marathi movie which not only looks after proper scripting but also execution in various stages from making a movie to releasing a movie. Below we have not only mentioned budget, but also proper release plan which can bring profits for investors. In this document, we have not said anything about script. It will be discussed only with potential investors once they like our business plan and would like to show their involvement in this project. The story is written by Prajakt Rebeloma. Below we are presenting two kinds of budget. One budget is used if someone else other than Mr. Prajakt is director and other is if Mr. Prajakt Directs this movie project.

How much can you invest in this project?

Anything above 40 lakh to get the project off ground. You can also invest anything above 2 lakh but then the project will begin according to our terms and conditions.

About Prajakt Rebeloma: He has made his debut in bollywood feature film “Lastbenchers” as Writer, Director, Lead Actor, Editor, Singer, Lyricist and Costume Head. He is known as one man army who has trained more than 250 youngsters various aspects of film-making. He is also rap artist, fashion photographer, cinematographer, steadicam operator, graphics designer and web developer. He has organised many scriptwriting workshops, photography workshops, video editing workshops etc. He is the only director in india who made a debut in bollywood by tranning 100 newcomers from towns.

Contact : www.facebook.com/rebeloma

Our Previous Work: Marathi Feature Films ROOMMATES, RELA RE and 31st DECEMBER, Bollywood Movie LASTBENCHERS and SOFI. And Numerous Music Albums.

To watch our videos, visit www.youtube.com/filmdukes/

DEPARTMENTS	Other Director	Prajakt Rebeloma
Writer and Story	30,000	10,000
Screenplay	30,000	15,000
Producers	40,000	40,000
Director	200000	5,00,000
Principal Cast	4,95,000	2,50,000
Supporting Cast	3,25,000	1,00,000
Stunts	1,00,070	45,000
Rehearsals	12,500	12,500
Production Staff	1,00,500	65,000
Background Artists	1,96,326	50,000

Cinematographer	1,25,000	1,50,000
Data Capture Lacie	40,000	10,000
Grip & Set Operations	30,000	10,000
Electric and Set Lighting	3,14,500	1,50,000
Production Sound	50,000	50,000
Transportation	2,00,600	2,00,600
Picture Vehicles (Action Property)	19,000	19,000
Special Mechanical Effects	95,000	30,000
Art Director & Asst.	1,20,000	80,000
Set Construction Works	60,000	40,000
Set Dressing	95,000	40,000
Property Works	75,000	75,000
Wardrobe	1,50,000	1,00,000
Makeup Artist	65,000	40,000
Hair Dresser	50,000	30,000
4 Spot Boys	60,000	40,000
Tests and Research Shoots	5,000	5,000
Compact Flash Cards	16,000	16,000
Location Expenses	2,72,000	2,00,000
Office Spending	62,000	62,000
BTL Travel and Living	30,000	30,000
Visual Effects	1,20,000	65,000
VFX Supervisor	45,000	25,000
Film Editor	1,50,000	1,00,000
Post Production Accounting	30,000	30,000
Editing/Grading Rent	1,00,000	50,000
ADR (Dubbing)	45,000	45,000
Music Direction & BGM	2,50,000	1,50,000
Foley Effects	32,000	32,000
Final Mix 5.1 (In Mumbai)	75,000	75,000
Titles/Dissolves/Wipes	12,000	12,000
Dpx,JPG 2000, TIFF	15,000	15,000
Trailers, Teasers, Tv Spots	25,000	15,000
Production Manager	55,000	40,000
Color Grading (DI)	1,50,000	1,00,000
All Format Conversions	25,000	25,000

Asst. Director 1 st	40,000	30,000
Asst. Director 2 nd	40,000	30,000
Asst. Editor 1 st	25,000	30,000
Asst. Editor 2 nd	25,000	30,000
Asst. DOP1st	35,000	30,000
Asst. DOP2nd	35,000	30,000
Making DOP	40,000	30,000
Making Photographer	30,000	30,000
Photoshoot	25,000	30,000
Poster Design	10,000	Free
Social Media Designs	10,000	Free
Total Budget	50,07,496	35,14,100

Marketing, Promotion, Release of This Movie.

Distribution Deal for 500 Theatres = 32 Lakh.

Press Conference in 3 Cities = 4 Lakh.

Posters and Standees = 10 Lakh.

Television Marketing = 16 lakh

Satellite and Uploading Charges = 9 lakh rupees

Social Media Marketing = 3 lakh rupees.

7 Interviews on Tv Channel = 14 lakh Rupees.

Radio Marketing for 20 days = 10 lakh.

Travel and Other Expenses = 5 Lakh rupees. TOTAL BUDGET = 1.03 Crore rupees.

TOTAL INVESTMENT : PRODUCTION Approx. 36 lakh + Marketing and Release Approx. 1 Crore = 1.36 Crore.

Recovery

Total Collection if 100 percent occupancy in two weeks.

500 theatres x 6 lakh per week x 2 weeks = 60 Crore. rs.

50 percent will go to theatre owners which means Producers will receive 30 Crore rupees. 30 Crore – Invested 1.36 = 28.84 Crore rupees profit.

If occupancy is just 50 percent for two weeks, total profit will be $28.84/2 = 14.42$ Crore rupees.

If occupancy is just 25 percent for two weeks, total profit will be $28.84/4 = 7.21$ Crore rupees.

If occupancy is just 15 percent for two weeks, total profit will be $(28.84 \times 15)/100 = 4.326$ Crore rupees.

On practical grounds after doing all the maths, we are expecting 30 to 80 percent occupancy. Which means the profits can be between 8 crores to 22 crore rupees.

Revenue streams other than Theatrical Release.

CRBT (Caller RingBack Tones) Music Rights

Broadcast Rights

Dubbing Rights for other Languages. Overseas Rights.

CD/DVD rights.

Keys To Success

- Proper distribution deals before 4 months of release.
- Press conferences in 3 major cities of India.
- Offline word of mouth publicity.
- Creating controversy before 15 days of release.
- Maintaining controversy for two weeks after release.

Project Phases

- Complete distribution deals and theatre booking before 6 months of release date.
- Distribute standees in theatres before 3 months of release date.
- Begin social media marketing before 2 months of release date.
- Begin radio and tv promotion before one month of release date.
- Held press conferences before 15 days of release date.

Success Factors

- Big starcast of marathi industry
- Never seen before Marathi Language
- Catchy songs creating different genre.
- Big budget production.
- Comedy with teardropping scenes.

Please Note: This document is made for investors by Prajakt Rebeloma. Only Prajakt Rebeloma has the right to use it for commercial purpose.

FOR MORE DETAILS AND DISCUSSION, CONTACT US ON THESE NUMBERS.
PRAJAKT REBELOMA: 8087766261 (Only whatsapp, No incoming allowed)
DIKSHA HADKE : 9766880543 (Contact Manager at Filmdukes)